

Ballard Street/Route107 Waterfront Area

Defined as

Ballard St from Eastern Avenue to Route 107

And

Route 107 from Bly Bridge to the Revere Line

In order to create a vision for the Waterfront and establish goals and objectives we, the community and stakeholders, first need to identify the **STRENGTHS**, **WEAKNESSES**.

OPPORTUNITIES and **THREATS** of the Waterfront. By conducting a SWOT analysis, we will be able to set achievable goals and objectives for the waterfront area.

STRENGTHS: are characteristics of the waterfront that give it an advantage-present day waterfront. To define these strengths ask yourself questions like what does this waterfront area provide now, what unique capabilities and resources does it possess, what do others perceive as its strengths.

WEAKNESSES: are characteristics that place the waterfront at a disadvantage-present day waterfront. To define these weaknesses ask yourself questions like what you perceive as its weaknesses, what do other waterfront area do better than ours, what can be improved given the current situation, what do others perceive as our weaknesses.

OPPORTUNITIES: are elements that the waterfront area could exploit to its advantage-proposed waterfront. To define these opportunities ask yourself what trends or conditions may positively impact the area, what opportunities are available to the waterfront area.

THREATS: are elements that could cause trouble for the waterfront-proposed waterfront. To define these threats ask yourself what trends or conditions may negatively impact the area, what are others doing that may impact the area, what impact do your weaknesses have on the threats to the waterfront.

Identification of SWOTs is important because they can inform latter steps in planning to achieve the objectives

By matching the strengths to opportunities we can define the competitive advantages of the waterfront and by understanding the weaknesses and threats we can convert them into strengths and opportunities.

The Public Planning Process for the Waterfront involves the following:

- Involve citizens in all steps of the process
- Identify the issues facing waterfront
- Collect and analyze data
- Define community vision, goals ,and objectives
- Evaluate alternatives
- Develop and adopt the plan
- Implement the plan
- Continually evaluate the effectiveness of the plan and update as necessary